

What is claimed is:

1. An advertisement providing method, comprising:
storing in a portable terminal device
5 advertising information about goods an
advertisement medium has on or with; and
transmitting the advertising information by a
wireless signal upon receipt of a request to
transmit advertising information.
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2. The method according to claim 1, wherein
said advertising information includes
information specifying a position in a network of a
server which provides advertising information about
15 goods.
3. A portable terminal device, comprising:
a wireless signal transmission and reception
unit;
20 a storage unit storing advertising information
about goods a advertisement medium has on or with;
and
a control unit instructing said wireless
signal transmission and reception unit to transmit
25 advertising information stored in said storage unit

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when a request to transmit advertising information is received.

4. An advertisement obtaining method, comprising:
5 requesting a portable terminal device for an advertisement medium to transmit advertising information;

receiving advertising information about goods the advertisement medium has on or with transmitted
10 from said portable terminal device of the advertisement medium; and

displaying the received advertising information on the portable terminal device.

- 15 5. An advertisement obtaining method, comprising:
requesting an portable terminal device of an advertisement medium to transmit advertising information;

receiving advertising information, transmitted
20 from the portable terminal device of an advertisement medium, about goods the advertisement medium has on or with; and

displaying the received advertising information on the portable terminal device.

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unit;
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terminal device; and

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program for realizing the functions of:

requesting a portable terminal device for an advertisement medium to transmit advertising information; and

5 receiving advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device of an advertisement medium, and displaying the received advertising information on the portable terminal
10 device.

12. The storage medium according to claim 11, wherein

said portable terminal device has the
15 functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the portable terminal device.

20 13. An advertisement distributing method, comprising:

storing plural pieces of advertising information;

receiving a user entry of an advertisement
25 medium;

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distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry; and

retrieving a corresponding advertisement and
 5 distributing the advertisement to a portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium
 10 to the portable terminal device of a consumer.

14. A computer-executable program for realizing the functions of:

storing plural pieces of advertising
 15 information;

receiving a user entry of an advertisement medium;

distributing advertising information about goods to a portable terminal device of an
 20 advertisement medium who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is received according to
 25 advertising information transmitted from the

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distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry, and realizing the function of requesting transmission
 5 of advertising information or transmitting advertising information between the portable terminal device of the advertisement medium and the portable terminal device of a consumer.

10 17. A advertisement distributing method, comprising:

storing plural pieces of advertising information;

receiving a user entry of an advertisement
 15 medium;

distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry; and
 retrieving a corresponding advertisement and
 20 distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified
 25 information for designation of the advertisement

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18. An advertisement distributing method,
comprising:

5 storing plural pieces of advertising
information;

receiving a user entry of an advertisement
medium;

retrieving advertising information of
10 corresponding goods when a request to view
advertising information is received from a portable
terminal device of a consumer containing user-
specified information about an advertisement medium
and a retrieval condition of goods; and

15 distributing the advertising information
obtained by the retrieval to the portable terminal
device of the consumer.

19. The method according to claim 18, wherein

20 said user information comprises user-specified
information, information designating whether or not
an advertisement can be distributed, a term of
distribution, and information designating access
destination for advertising information.

5 accepting user entry of an advertisement
medium;

 storing user-specified information and a
profile about the advertisement medium who has
gained the user entry, and advertisement specified
10 information for designation of advertising
information about goods the advertisement medium
has on or with; and

 retrieving the advertisement medium having a
matching or similar profile to a profile specified
15 by a consumer from information about the entered
advertisement medium and distributing advertising
information of goods the advertisement medium has
on or with to a portable terminal device of the
consumer when a request to view an advertisement
20 with the user specified information and the profile
of the advertisement medium specified by the
consumer is received from the portable terminal
device of the consumer.

25 21. The method according to claim 20, wherein

advertisement specified information stored as
5 associated with the advertisement medium having
matching or similar profile specified by the
consumer is obtained; and

22. A advertisement distributing method,
15 comprising:

accepting a user entry of an advertisement medium and a consumer, and storing user-specified information about the advertisement medium who has gained the user entry, goods specified information designating goods the advertisement medium has on or with, user-specified information about the consumer who has gained the user entry, and a profile of the consumer;

retrieving the goods specified information
 designating the goods the advertisement medium has
 on or with corresponding to the user-specified
 information about the advertisement medium, and the
 5 profile of the consumer corresponding to the user-
 specified information about the consumer;

obtaining advertising information matching the
 profile of the consumer based on the retrieval
 result; and

10 distributing the obtained advertising
 information to a portable terminal device of a
 consumer.

23. An advertisement distribution device,
 15 comprising:

an advertisement storage unit storing plural
 pieces of advertising information;

an entry unit accepting a user entry of an
 advertisement medium;

20 an advertisement distribution unit
 distributing advertising information about goods to
 a portable terminal device of an advertisement
 medium who has gained the user entry; and

a retrieval/distribution unit retrieving a
 25 corresponding advertising information from said

received from the portable terminal device of the consumer.

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